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ABSTRACT

This 44-item annotated bibliography is designed for educators interested in learning of the resources available concerning theory and practice in audio production and performance. It lists books, Internet sites, audiovisual materials, and periodicals published or appearing between 1978 and 1997. (RS)

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AUDIO PRODUCTION AND PERFORMANCE FOR THE BROADCAST EDUCATOR

An Annotated Bibliography

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This list is designed for educators interested in learning of the resources available concerning theory and practice in audio production and performance.

Books

Aldridge, H. B., Liggett, L. A. (1990). Audio/Video Production: Theory and Practice. New Jersey: Prentice-Hall, Inc.
Written by educators, this book covers theory and physics of sound. It is informative, yet complex in nature. This is for the more advanced student, but could be used as a supplemental reading.

Barton, R. (1989). Acting On-stage and Off. New York: Holt, Rinehart and Winston, Inc.
Although this is a book geared toward actors, there are several useful elements for broadcast educators. The chapters include exercises to warm-up the body and voice before performing. These examples are excellent resources that parallel broadcast performance.

Bittner, J. R. (1991). Broadcasting and Telecommunication (3rd ed.). New Jersey: Prentice Hall.
Set up in textbook fashion, this book takes a detailed approach to radio and television broadcasting. Its real relevance lies in the world-wide examples depicted in several chapters. This text also explains the primary responsibilities of the Federal Communications Commission.

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Dominick, J., Sherman, B. L., Copeland, G. (1990). Broadcasting/Cable and Beyond. New York: McGraw-Hill Publishing Company.
This book is set up in textbook fashion and would lend itself nicely to a media-based classroom. The text systematically covers media, and specifically talks about radio and audio broadcasting. A chapter dedicated to radio programming can act as a supplemental reading for educators while teaching in this area.

Douglas, G. H. (1987). The Early Days of Radio Broadcasting. North Carolina London: McFarland & Company, Inc., Publishers.
The 1920's through the 1930's in radio, are covered in this book. This time frame represents the infancy of radio, and would work well as a reference for a historical perspective.

Gibson, R. (1991). Radio and Television Reporting. Boston: Allyn and Bacon.
Many broadcast jobs are in the area of reporting. In this book, Gibson covers the important areas that all reporters must understand. An extensive chapter on interviewing will help educators teach in the area of reporting.

Hausman, C. (1992). Crafting the News For Electronic Media. California: Wadsworth Publishing Company.
Hausman takes a detailed approach to the elements of news including everything from what news is, to news announcing. This text will help students create news copy, and develop announcing styles.

Hausman, C., Benoit, P., O'Donnell, B. (1996). Modern Radio Production (4th ed.). New York: Wadsworth Publishing Company.
This is a practical text that understands the importance of old and new technology. Equipment and technology is the focus of this text with an advanced but simplified approach.

Holsopple, C. R. (1988). Skills for Radio Broadcasters (3rd ed.). USA: Tab Books, Inc.
This book covers the questions of most beginning broadcasters. A larger percentage of the book is dedicated to equipment, but some performance skills are addressed.

Hyde, S. W. (1995). Television and Radio Announcing (7th ed.). Boston: Houghton Mifflin Company.
This is the textbook currently used in many classrooms across the nation. It covers all aspects and styles of announcing. Its strength is in performance, and is best used with a supplemental equipment text.

Joseph, J. S., Jones, K. K. (1978). Modern Radio Station Practices (2nd ed.). California: Wadsworth Publishing Company, Inc.

Although somewhat outdated, a management view is taken by the authors of this book. Advanced students can find detailed information regarding the managerial practices of radio stations. The text covers nearly every aspect of radio management, and identifies the hierarchy of stations in the past.

Keith, M. C., Krause, J. M. (1989). The Radio Station (2nd ed.). Boston London: Focal Press.
This book, although outdated by digital standards, covers the major aspects related to the operation of a commercial station. Its strong points include real-world scenarios with professionals in the field.

Lewis, P. M., Booth, J. (1990). The Invisible Medium. Washington, D. C.: Howard university Press.
Taking a world approach, this book covers the area of public broadcasting and its origins. This is significant because of the lack of publications on this subject matter.

MacFarland, D. T. (1990). Contemporary Radio Programming Strategies. New Jersey: Lawrence Erlbaum Associates, Publishers.
The advanced student will receive pertinent information on demographic theories. This text takes a further look at using strategies to increase audience sizes. This is a highly detailed book, best for advanced teaching.

Mayeux, P. E. (1991). Broadcast News: Writing and Reporting. USA: Wm. C. Brown Publishers.
An introduction to copywriting and reporting, this text lays out an easy to read format that begins with writing styles, and ends with reporting styles. The book covers radio and TV writing and reporting, gives many strategies on organization.

Mogel, L. (1994). Making It in Broadcasting. New York: Macmillan Publishing Company.
This book offers students a guide to potential career opportunities. The text includes a brief history of radio, but more importantly covers formats, who's who, and sales.

Musburger, R. B. (1991). Electronic News Gathering. Boston: Focal Press.
This guide to news gathering helps students and teachers understand the many strategies involved in this area. This is a short text, but it perfectly covers news gathering from start to finish.

O'Donnell, L. B., Hausman, C., Benoit, P. (1996). Announcing: Broadcast Communicating Today (3rd ed.). New York: Wadsworth Publishing Company.
A performance-oriented book, this text has numerous examples and assignments for educators to use in the classroom setting. The text also includes important sections in acting and realistic mock scenarios for students to play out.

Redmond, M. (1993). 60 Second Sells. North Carolina London: McFarland & Company, Inc., Publishers.
This text includes 99 "Hot Radio Spots for Retail Business". These spots can be used in a classroom setting as examples, or possible production assignments. The copy can also be used to identify professional work.

Roberts, T. E. F. (1992). Practical Radio Promotions. Boston London: Focal Press.
A more detailed introduction to radio promotions, Roberts goes beyond the idea of gaining public notice. This book gives a not-often-seen view of promotions, and is relatively easy to understand.

Scannell, P. (1991). Broadcast Talk. London: Sage Publications.
This text primarily covers audio communication. It is highly useful in providing examples and information regarding talk radio and the like.

Schulberg, B. (1989). Radio Advertising: The Authoritative Handbook. Illinois: NTC Publishing Group.
This text, although dealing primarily with advertising, covers a wide range of topics that relate directly to the radio industry. Ratings, formats, and target audiences are just a few of the important eclectic areas covered.

Smith, F. L. (1990). Perspectives On Radio and Television (3rd Ed.). New York: Harper and Row, Publishers.
This text rigorously covers the areas of radio and television. There are a lot of usable areas of information for the broadcast educator in this book. Two excellent chapters emerge in the areas of communication law, and how radio works. Educators can use this text to explain the most difficult details involved in law and frequency modulation.

Stephens, M. (1993). Broadcast News (3rd Ed.). New York: Harcourt Brace Jovanovich College Publishers.
This text begins with broadcast copywriting styles, language, and strategies. In addition to radio broadcast news, the book touches on TV strategies as well. This is a detailed text that educators can use to introduce the area of copywriting.

Thom, R. (1990). AudioCraft (2nd ed.). Washington, D.C.: National Federation of Community Broadcasters, Inc.
This is the textbook currently used in many Audio Production/Performance classes. It covers most of the technical areas involved in broadcasting. Its strength is in equipment, and is best used with a supplemental performance text.

Utterback, A. S. (1990). Broadcast Voice Handbook. Illinois: Bonus Books, Inc.
This text focuses on the performance side of broadcasting. It presents the importance of vocal warm-ups and addresses articulation, breathing, and intonation skills. This is a good resource for performance exercises.

Internet Sites

Audio Graphics. (1997). Audio Graphics Inc. [Online]. Available: http://www.AudioGraphics.com [1997, Dec. 6].
Audio Graphics contains many links to information regarding radio industry advertisement, promotion, and scriptwriting. This site can be used as a tool for educators in these areas, and in creating station image.

AudioNet. (1997). AudioNet. [Online]. Available: http://www.audionet.com [1997, Dec. 6].
AudioNet is an all-inclusive site where students and teachers can go to listen to radio stations across the nation, and around the world. This site gives teachers the ability to provide examples of stations outside of the area in which the class is being taught.

Cooke, H. (1997). The Talk Radio Show Prep Site. [Online]. Available: http://users.aol.com/cookeh/prep.html [1997, Dec. 8].
Cooke covers the talk radio spectrum through this site. Educators can use this to supplement research tasks for students in this area. This site also contains links to CNN, MSNBC, and several national newspapers.

Deitz, C. (1997). Radio Earth. [Online]. Available: http://www.radioearth.com [1997, Dec. 4].
Radio Earth is a personal site, but contains a lot of good information for teachers and students. Real-world examples of the radio industry are available, including job opportunities.

FCC. (1997). Federal Communications Commission. [Online]. Available: http://www.fcc.gov [1997, Dec. 6].
This site is the authority on broadcast regulations. It is put together by the FCC, and maintains every aspect related to radio regulations. An important area in this site is the check list, which is a list of questions that would possibly be asked by an FCC inspector during an inspection. Educators can get the actual regulations at this site.

Miller, J. (1997). Jeff Miller's Broadcasting History Collection. [Online]. Available: http://members.aol.com/jeff560/jeff.html [1997, Dec. 8].
This is a user friendly site that systematically provides information on AM, FM, and TV broadcasting. Educators can use this site to supplement teachings about the history of radio.

NAB. (1997). National Association of Broadcasters. [Online]. Available: http://www.presstar.com [1997, Dec. 13].
This site contains areas for young and old broadcasters to reach available research materials in the broadcast industry. This site also contains catalogs and materials relating to the NAB and how to join.

North American Network. (1997). Radiospace. [Online]. Available: http://www.radiospace.com/ [1997, Dec. 13].
Radiospace is an excellent resource for educators and students. This site has an abundance of news and programming services. The links page offers the most detailed research database available. The links send users to nearly every online site and publication available for broadcast researchers.

Nielsen, L. (1997). Broadcast Educators Association. [Online]. Available: http://www.beaweb.org/ [1997, Nov. 28].
This site contains a plethora of resources for the broadcast educator. Publications, conventions, and even job openings are available through this site. Usable by the teacher and the student, this site contain valuable information.

Pfeiffer, W. (1997). Airwaves Media Web. [Online]. Available: http://www.airwaves.com [1997, Dec. 4].
A good research tool, *Airwaves* includes radio-related information, in conjunction with FCC guidelines and links. This is another site for students to find jobs in the industry.

Radio Online. (1997). Radio Online. [Online]. Available: http://www.radio-online.com [1997, Dec. 4].
Radio Online gives information to the user about radio stations across the nation. The site allows the user to search by state or city. This site also includes e-mail addresses for station personnel, and station home-pages.

Audio Visual

Jankowski, L. J. (1989). How a Radio Station Works. [AV 30 minutes]. Instructional Video, P.O. Box 21, Maumee, Ohio 43537. $99.00 Copyright 1989.
In this video, students see the behind the scenes of several radio stations. Interviews with professionals in the field give depth to the production. The video provides an introduction to the world of radio.

Kansas Association of Broadcasters. (1996). Careers in Broadcasting. [AV 6 minutes]. Wichita: Cornerstone Studios, KAB, Inc. $13.00 Copyright 1996.
This is a short introductory video. It introduces a perspective of the broadcast industry for new students. Student interviews and professional interviews give this video educator appeal. This production would be best shown at the beginning of a new semester.

Society of Broadcast Engineers. (1994). NAB's Guide to Successful Station Self-Inspection. [AV 22 minutes]. Denver University. $80.00 Copyright 1994.
This is an unrehearsed FCC inspection of a television station in Colorado. This video gives students a real-life perspective of how an inspection will be handled, and what questions will be asked. The unrehearsed aspect of the video adds to its validity.

Popular Sources

Billboard. (1997). Billboard. (Weekly). Howard Lander Publisher. 212-536-1402.
This is a popular magazine that specifically covers the music industry, but often cites broadcast-related information. Article, interviews, and charts allow the educator to provide examples of the weekly updated radio industry format.

Broadcasting and Cable. (1997). Broadcasting and Cable. (Monthly). Cahners Publishing Company. 800-554-5729.
Broadcasting and Cable is a mega-resource for remaining up-to-date with what is happening in the broadcast industry. Students and teachers can learn about what is going on in the ever-changing world of broadcasting. This publication is laden with articles directly related to radio and audio broadcasting.

Radio and Production. (1997). Radio and Production. (Monthly). Novasound Productions. 972-254-1100.
This publication is geared towards the broadcast production personnel. It is a user-friendly publication which contains numerous interviews, articles, and classifieds in the broadcast industry. This is an excellent source for beginning broadcasters.

Radio and Records. (1997). Radio and Records. (Weekly). Radio and Records Inc. 310-788-1625.
R & R combines interviews, articles, and music reports all dealing with the radio industry. This publication informs educators about changes in the radio broadcast world, and produces examples of actual station playlists.